

Message Text

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ACTION NEA-12

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FM AMEMBASSY TEHRAN

TO AMCONGEN HONG KONG IMMEDIATE

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OTHER RESOURCES AND IN PROCEDURES AND PROGRAMS. THEY HAVE NOT BEEN MERELY A MOVING OF BODIES, RECASTING OF ORGANIZATION CHARTS OR CREATION OF NEW OFFICES AND TITLES, BUT A REAL RED TAPE REVOLUTION, INCLUDING INTRODUCTION OF COMPUTER TECHNIQUES, LATEST MANAGEMENT PRACTICES, AND THE LIKE. THE RESULTS OF THE EFFORT ARE NOW QUITE VISIBLE. I THINK, FOR INSTANCE, THAT IF A FEW YEARS AGO SOME SOOTHWAYER HAD PRESENTED ANY OF US HERE WITH WHAT IS NOW THE ARRAY OF PROGRAMS AND FACILITIES OFFERED BY THE EXIMBANK, HE WOULD HAVE BEEN LAUGHED OUT OF BUSINESS. BELIEVE ME, WHAT YOU TODAY TAKE FOR GRANTED JUST DID NOT EXIST IN 1967 AND, THANKS TO ENLIGHTENED AND BOLD MANAGEMENT, THE BANK CAN TODAY SHOW SUCH IMPRESSIVE ACCOMPLISHMENTS AS INVOLVEMENT OF OVER ONE BILLION DOLLARS IN SUPPLIER LOANS TO IRAN. EQUALLY IMPRESSIVE GAINS HAVE BEEN MADE BY OPIC AND THE OTHER AGENCIES MENTIONED AND, WHAT IS MOST IMPORTANT, ALL HAVE REDUCED TO A MINIMUM THE BUREAUCRATIC RED TAPE SO THAT LOANS, INSURANCE, AND OTHER SERVICES ARE PROVIDED WHILE THE ACTION IS STILL HOT AND NOT AFTER THE DEAL WENT TO THE COMPETITION.

6. IN MY OWN DEPARTMENT OF STATE WE HAVE ALSO DONE SOME REVOLUTIONARY THINGS TO THE ORGANIZATIONAL ECONOMY. TO BEGIN, THE BUREAU OF ECONOMIC AFFAIRS WAS RE-CAST TO CONFORM BETTER WITH THE DEMANDS OF OUR FOREIGN TRADE PROBLEMS AND PROGRAMS AND HAS ADOPTED THE POLICY OF DIRECT INVOLVEMENT AND PARTICIPATION IN THE AREAS MENTIONED. THIS STANCE IS NOT ONLY BEING MAINTAINED SOLIDLY IN POLICY FORMULATION AND DECISIONS, BUT IN DAY-TO- DAY OPERATIONS AND PROGRAM PLANNING AS WELL. ALREADY, A MARKED IMPROVEMENT IN COMMUNICATIONS WITH THE FIELD,

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MORE REALISTIC DEFINITION OF OBJECTIVES AND DEVELOPMENT OF COUNTRY PROGRAMS, IMPROVED SELECTION AND ASSIGNMENT OF PERSONNEL AND

A NUMBER OF OTHER STEPS HAVE MADE THEIR IMPACT ON THE BUREAU'S EFFICIENCY. THE PROCESS I HAVE DESCRIBED WILL CONTINUE-- AND CONTINUE TO ADAPT TO RAPIDLY CHANGING WORLD TRADE AND ECONOMIC CONDITIONS. I CAN TELL YOU THAT WITHIN THE DEPARTMENT THERE IS NO OTHER DIVISION OR BUREAU HOLDING A MORE EXALTED STATUS THESE DAYS THAN THE ECONOMIC BUREAU.

7. ALL OF THE THINGS TO WHICH I HAVE ALLUDED ARE NOT TAKING PLACE WITHIN THE ISOLATION OF THE GOVERNMENT ESTABLISHMENT, BUT WITH THE ADVICE, CONSENT, AND INTERVENTION OF THE BUSINESS COMMUNITY AND OTHER INTERESTED QUARTERS. THUS, A NUMBER OF MEETINGS, SYMPOSIA, AND CONFERENCES, INCLUDING BUSINESS LEADERS, LABOR OFFICIALS, AND THE TOP LEVELS OF THE WHITE HOUSE AND GOVERNMENT HAVE BEEN HELD IN THE RECENT PAST AND MANY MORE ARE SCHEDULED FOR THE FUTURE. ADDITIONALLY, OUR TOP COMMERCIAL AND ECONOMIC OFFICERS FROM THE AGENCIES MENTIONED EARLIER HAVE FULL SCHEDULES OF ADDRESSES TO BUSINESS CONVENTIONS, ACADEMIC FORA, AND LABOR GROUPS AND OF PARTICIPATION IN PANEL DISCUSSIONS AND THE LIKE. WE HOPE TO INTENSIFY ALL OF THESE MIXED GOVERNMENT- PRIVATE ACTIVITIES WHICH WE HAVE FOUND ARE WELCOMED AND CONSIDERED EXTREMELY USEFUL BY BUSINESS. BUT, TO DATE, WE HAVE NOT DONE AS MUCH AS WE WOULD LIKE, NOR HAS BUSINESS AT ITS HIGHEST LEVELS GIVEN RECOGNITION TO THE CRITICAL IMPORTANCE OF INTERNATIONAL COMMERCE AND ITS INVESTMENT TO ITS OWN PROSPERITY AND SURVIVAL. THIS MISSIONARY TASK DEVOLVES MAINLY ON MEN SUCH AS YOU. YOUR HIGH MANAGEMENT AND CORPORATE LEVELS OF AUTHORITY MUST BE PERSUADED THAT THEIR FOREIGN MARKETS AND OPERATIONS ARE OF SPECIAL IMPORTANCE. OVERSEAS CUSTOMERS AND CLIENTS LIVE, WORK, AND REACT DIFFERENTLY FROM THOSE IN THE HOME TERRITORY. SUPPLY LINES; LEAD TIMES, AND TIME FRAMES FOR DEVELOPMENT OF GOOD WILL, CONFIDENCE AND UNDERSTANDING ARE LONGER (SOMETIMES PAINFULLY SO) THAN AT HOME. NOW, WITH YOUR NEW CHAMBER, YOU CAN COMBINE YOUR INDIVIDUAL (AND PERHAPS UNHEEDED) VOICES AND GIVE THEM A BIGGER VOLUME THAT MAY CATCH MORE EARS. YOUR CHAMBER WILL ALSO PROVE TO BE THE VEHICLE TO CHANNEL VIEWS ON COMMON PROBLEMS TO US AND TO YOUR HOST COUNTRY. THESE PROBLEMS ARE BOUND TO BE LEGION IN A RAPIDLY GROWING ECONOMY SUCH AS IRAN AND, INDEED, I IMAGINE THEY WILL INCREASE IN NUMBER AND SCOPE IN THE NEXT FEW YEARS.

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8. THE EXPERTISE TO PROVIDE THE CHAMBER WITH THE WHEREWITHAL TO ATTACK PROBLEMS IS RIGHT HERE IN THIS ROOM TODAY. THE WILLINGNESS TO CONTRIBUTE IT FREELY AND UNSELFISHLY FOR THE COMMON GOOD OF THE BUSINESS COMMUNITY IS SOMETHING YOU MUST ALL STRIVE TO MAINTAIN ALIVE. I CAN ASSURE YOU THAT FROM OUR SIDE, OUR STAFF IN THE EMBASSY IN TEHRAN AND THOSE CONCERNED IN WASHINGTON STAND READY TO HELP WITH ALL OUR RESOURCES TO MAKE YOUR NEW GROUP A VITAL, SUCCESSFUL ONE AND, IN THE FUTURE,

TO PARTICIPATE FULLY IN ALL ACTIVITIES WHERE YOU DEEM SUCH INVOLVEMENT NECESSARY.

9. IN CLOSING, I WOULD LIKE TO WISH THE BEST OF FORTUNES TO THE AMERICAN CHAMBER OF COMMERCE IN IRAN AND TO ALL ITS MEMBERS.
HELMS

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